How Tabcorp keeps 11,654 sites connected with Alliance SI

Connectivity is no longer just a communications matter; is the essential fabric that enables employee productivity and drives customer satisfaction. Done right, connectivity can propel a company to new heights; done poorly, it can lose you competitive advantage. While business can be quick to blame 'technology' for such issues, more often than not a critical business interruption is the result of the underlying infrastructure. And resolving critical interruptions is made more difficult when network elements are remote. Large national retail brand Tabcorp understand this challenge; that's why they partner with Alliance SI for rapid response network support. A partnership that recently saved one of their busy Melbourne venues.

In today's digital age, organisations are reliant on technology to operate. The bigger the organisation, the greater the technology required. High tech companies harness technological innovation to deliver improved performance, increased customer satisfaction and greater profit margins – yet these companies are also susceptible to the risks of outage, interruption and error.

When it comes to "high-tech", we typically think of technology devices and not the network that connects them. Yet in today's connected world, those devices are meaningless without their network connection. High tech companies simply cannot deliver without excellent infrastructure – a dependable and well-designed network, expertly installed and diligently maintained.

In years gone by, a network was the cable that connected two computers together – today, it is complex ecosystem of hardware, software, protocols and the connection medium. Yet one poor connection is still all it takes to cripple a company. Deploying and maintaining this network becomes even more challenging when the infrastructure is spread across multiple sites, and multiple states. Throw in a pandemic, with a double serve of border closures and lockdowns, and suddenly the challenge is near impossible.

Yet this is the challenge faced by hundreds of businesses every day, made especially difficult over recent years. How to manage a national infrastructure network without a national IT team? Companies who have yet to solve the challenge spend countless hours and endless dollars sending limited resources across the country to solve priority issues, often at the expense of other locations or larger business imperatives. Then there are companies like Tabcorp, who have partnered with national Remote Hands providers, Alliance SI.

When Tabcorp experiences any network related issues – however large or small – at any of their 8,000+ venues across Australia, Alliance SI's Remote Hands service offers them a local, highly skilled and qualified technician available for rapid, same day response. Centrally managed and easily administered, Tabcorp have a trusted solution regardless of where or when they encounter a problem. It gives them peace of mind to continue increasing their venue count and grow their revenue stream.

Take the recent challenge of network failure causing disruption for a busy suburban TAB venue late Friday afternoon. The solution was a call to Alliance SI's centrally managed Remote Hands service for urgent assistance. A local Alliance SI technician was onsite within the hour. He knew the venue, understood the network and recognised the financial imperative to identify the issue and implement a solution. Sure enough, one poorly installed cable threatened the livelihood of the venue. Not only was the network restored, but the qualified technician also unearthed a potentially longer-term issue, thereby saving Tabcorp tens of thousands of dollars in future lost revenue.

> *"I wanted to express our thanks getting a resource on Friday at such short notice. Kai promptly arrived on site, identified a solution and went about his work professionally. He communicated with us and the venue clearly and was able to complete the urgent cabling required to resolve an issue the venue has been facing for months, immediately improving their service. Once again, thank you for a great result."*
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> Shashi Govan, Tabcorp Holdings Ltd

At a micro level, this Tabcorp incident is about a faulty cable; at a macro level it highlights just how much big business relies on critical infrastructure to deliver the network capability that powers business operation. For Tabcorp, a timely reminder of the potential cost that one poor connection or any poorly installed infrastructure can have on a high-tech operation.

For any large organisation, dependant on their network for critical business operation, with multiple locations across the state or country, also a reminder that the right network infrastructure partner is the best insurance your network can have.

Why Tabcorp partners with Alliance SI

With iconic brands such as TAB, Sky Racing and The Lott, Tabcorp is well known as Australia's most recognisable gambling entertainment company. What people might not realise, however, is that Tabcorp owns the largest retail network in Australia, managing over 8,000 venues. And like any large multi-location retailer, Tabcorp is heavily reliant on technology to support their business operation and enhance the customer experience.

When that technology fails, there is an immediate cost to the business. Sales stop. Brand reputation is damaged. And it doesn't take long for customers to go elsewhere and never return. For Tabcorp, maintaining network connectivity is essential. This means maintaining a dependable network across more than 8,000 locations distributed across Australia – no mean feat for any national retailer.

For Tabcorp, the solution is a reliable partner with a national footprint, a commitment to rapid response times and a passion for solving network challenges. Alliance SI has been supporting Tabcorp since the 90s, delivering a cost effective and dependable partnership to support their many outlets with local "remote hands" support – giving Tabcorp peace of mind that a qualified technician, with knowledge of Tabcorp's operation, is only ever a phone call away.